

ABSTRACT OF THE DISCLOSURE

A decorative retail merchandise floor display rack capable of bearing high capacity hanging loads includes a pair of spaced apart substantially parallel vertically extending slab side decorative panels, such as wooden panels, which each include a vertically extending structural steel criss-crossed supportg framework hidden inside which is capable of supporting vertical and horizontal loading on the display rack. The framework includes both horizontally extending and vertically extending mounting sockets for enabling the display rack components to be structurally tied together. A removable decorative covering for the slabs is provided which is also structurally tied into the display rack. Horizontally extending tubular steel hanging rods extend between the decorative panels for supporting hanging loads thereon, with steel rod like member extending through the horizontally extending tubular steel hanging rods and into the mounting sockets in the supporting framework where they are structurally tied in to the framework. A horizontally extending steel rod base member is spaced below the hanging rod members and extends substantially parallel thereto and is structurally tied to the supporting framework through the vertically extending mounting sockets for providing open box like supporting structure including the decorative slabs and the supporting framework to provide an integrally connected high capacity load bearing decorative retail merchandise floor display rack.